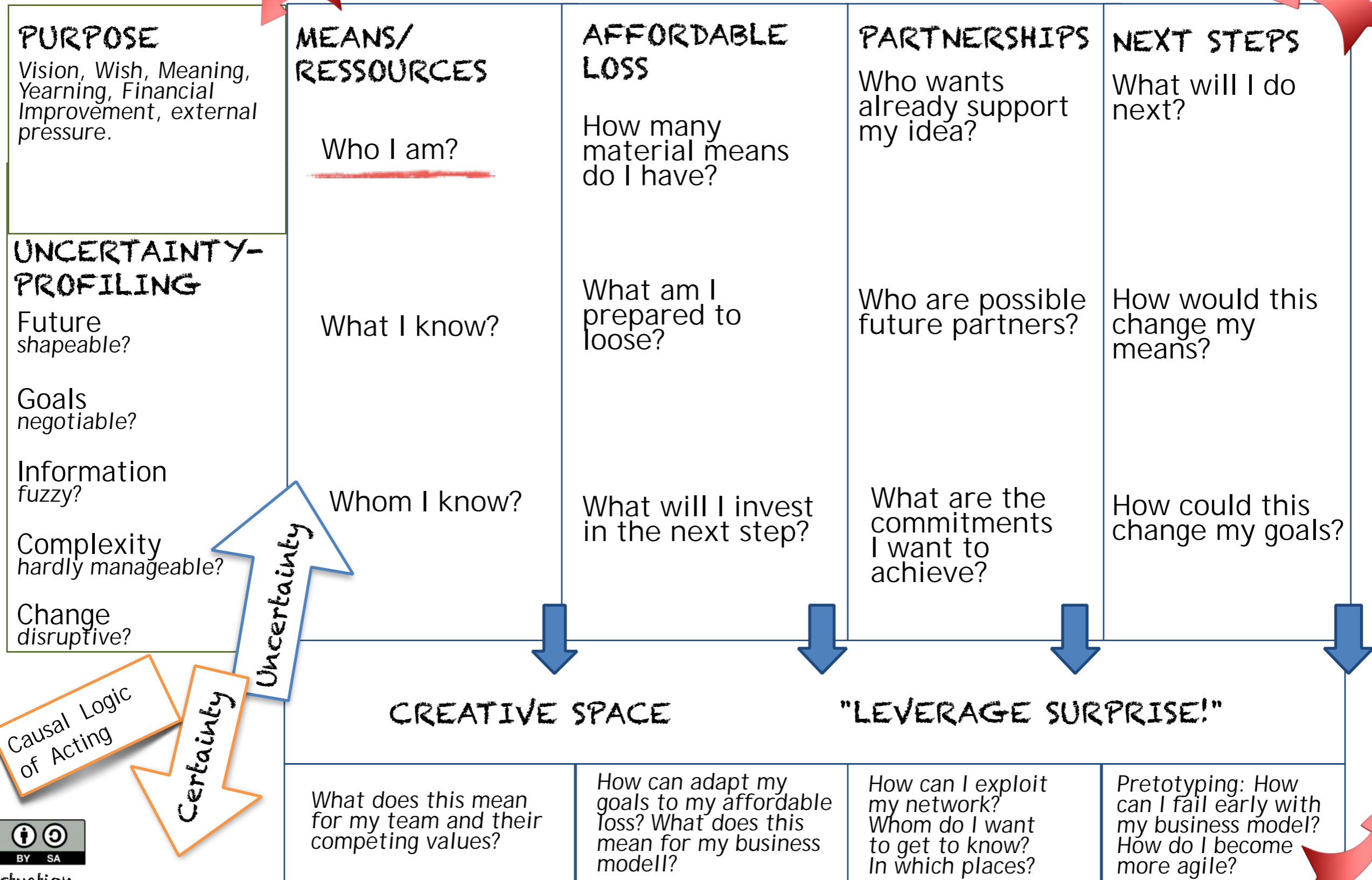


# EFFECTUATION GRID: Decision Making and Innovating Under UNCERTAINTY



↑  
Uncertainty

Causal Logic of Acting

↓  
Certainty

